In the Claims

Please amend claims 1, 2, 4, 6 and 10 and add new claim 26 as follows:

a container comprising a container top, a container bottom, an inner wall and an outer wall, said inner and outer walls forming a hollow channel there between, said hollow channel including a label container area that is accessible by a user for the insertion of a label therein, at least a portion of said outer wall [of said label container area] being translucent such that a label placed in said label container area may be read without being removed from said food storage unit;

at least one label support member that is located within said hollow channel, said label support member that prevents a label inserted into said label container area from falling to the bottom of said hollow channel; and

a lid that may be fixably attached to said container top to seal said container CLOSED.

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2. (amended) The food storage unit of claim 1, wherein said label support member is positioned parallel to said lid between said inner wall and said outer wall.

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- 4. (amended) The food storage unit of claim 1, wherein said label support member is positioned on one side of said container parallel to said lid between said inner wall and said outer wall that provides a surface that a label would rest upon after being inserted into said label container area.
- 6. (amended) The food storage unit of claim 5,

 wherein said label support member is positioned parallel to

 said lid between said inner wall and said outer wall, at least
 a portion of said insulating material being positioned below
 said label support member.

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10. (amended) The food storage unit of claim 9, wherein said label support member is positioned parallel to said lid between said inner wall and said outer wall, at least a portion of said support structure being positioned below said barrier.

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26. (new) A food storage unit, comprising:

a container comprising a container top, a container bottom, an inner wall and an outer wall, said inner and outer walls forming a hollow channel there between, said hollow channel including a label container area that is in close proximity to said container top, said label container area that is accessible by a user for the insertion of a label therein, at least a portion of said outer wall [of said label container area] being translucent such that a label placed in said label container area may be read without being removed from said food storage unit; and

a lid that may be fixably attached to said container top to seal said container CLOSED.

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